

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77443760
LAW OFFICE ASSIGNED	LAW OFFICE 101
MARK SECTION (no change)	
ARGUMENT(S)	
Please see the actual argument text attached within the Evidence section	
EVIDENCE SECTION	
EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	evi_9810384194-142903023_.11684300008-Argument.pdf
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ORIGINAL PDF FILE	evi_9810384194-142903023_.11684300008ExhibitA.pdf
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	\\TICRS\EXPORT16\IMAGEOUT16\774\437\77443760\xml3\RFR0023.JPG
ORIGINAL PDF FILE	evi_9810384194-142903023_.11684300008ExhibitB.pdf
CONVERTED PDF FILE(S) (2 pages)	\\TICRS\EXPORT16\IMAGEOUT16\774\437\77443760\xml3\RFR0024.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\774\437\77443760\xml3\RFR0025.JPG
DESCRIPTION OF EVIDENCE FILE	Argument and Exhibits
GOODS AND/OR SERVICES SECTION (current)	
INTERNATIONAL CLASS	012
DESCRIPTION	
Land vehicle parts, namely power steering units, assist motors, and wiring harnesses for land vehicles	
FILING BASIS	Section 1(a)
FIRST USE ANYWHERE DATE	At least as early as 01/15/2008
FIRST USE IN COMMERCE DATE	At least as early as 01/15/2008
GOODS AND/OR SERVICES SECTION (proposed)	
INTERNATIONAL CLASS	012
TRACKED TEXT DESCRIPTION	
Land vehicle parts, namely power steering units, assist motors, and wiring harnesses for land vehicles; Land vehicle parts, namely power steering units, assist motors, and wiring harnesses for land vehicles,	

namely, wires, terminals and connectors bundled together to transmit electric power and signals to electric or electronic equipment mounted on the body parts of automobiles

FINAL DESCRIPTION

Land vehicle parts, namely power steering units, assist motors, and wiring harnesses for land vehicles, namely, wires, terminals and connectors bundled together to transmit electric power and signals to electric or electronic equipment mounted on the body parts of automobiles

FILING BASIS

Section 1(a)

**FIRST USE
ANYWHERE DATE**

At least as early as 01/15/2008

**FIRST USE IN
COMMERCE DATE**

At least as early as 01/15/2008

SIGNATURE SECTION

RESPONSE SIGNATURE

/Daniel J. Smola/

SIGNATORY'S NAME

Daniel J. Smola

**SIGNATORY'S
POSITION**

Attorney, Ohio bar member

**SIGNATORY'S PHONE
NUMBER**

330-237-4573

DATE SIGNED

03/18/2014

**AUTHORIZED
SIGNATORY**

YES

**CONCURRENT APPEAL
NOTICE FILED**

YES

FILING INFORMATION SECTION

SUBMIT DATE

Tue Mar 18 15:29:29 EDT 2014

TEAS STAMP

USPTO/RFR-98.103.84.194-2
0140318152929327860-77443
760-5006280f384c361cdaf42
7e7187c148116f7f367788cbf
6ad22d724e726ea1ce-N/A-N/
A-20140318142903023982

**Request for Reconsideration after Final Action
To the Commissioner for Trademarks:**

Application serial no. **77443760** has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

Please see the actual argument text attached within the Evidence section

EVIDENCE

Evidence in the nature of Argument and Exhibits has been attached.

Original PDF file:

[evi_9810384194-142903023_.11684300008-Argument.pdf](#)

Converted PDF file(s) (5 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

Original PDF file:

[evi_9810384194-142903023_.11684300008-Exhibit_C.pdf](#)

Converted PDF file(s) (15 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

[Evidence-11](#)

[Evidence-12](#)

[Evidence-13](#)

[Evidence-14](#)

[Evidence-15](#)

Original PDF file:

[evi_9810384194-142903023_.11684300008ExhibitA.pdf](#)

Converted PDF file(s) (2 pages)

[Evidence-1](#)

[Evidence-2](#)

Original PDF file:

[evi_9810384194-142903023_.11684300008ExhibitB.pdf](#)

Converted PDF file(s) (2 pages)

[Evidence-1](#)

[Evidence-2](#)

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 012 for Land vehicle parts, namely power steering units, assist motors, and wiring harnesses for land vehicles

Original Filing Basis:

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 01/15/2008 and first used in commerce at least as early as 01/15/2008, and is now in use in such commerce.

Proposed:

Tracked Text Description: ~~Land vehicle parts, namely power steering units, assist motors, and wiring harnesses for land vehicles;~~ Land vehicle parts, namely power steering units, assist motors, and wiring harnesses for land vehicles, namely, wires, terminals and connectors bundled together to transmit electric power and signals to electric or electronic equipment mounted on the body parts of automobiles

Class 012 for Land vehicle parts, namely power steering units, assist motors, and wiring harnesses for land vehicles, namely, wires, terminals and connectors bundled together to transmit electric power and signals to electric or electronic equipment mounted on the body parts of automobiles

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 01/15/2008 and first used in commerce at least as early as 01/15/2008, and is now in use in such commerce.

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /Daniel J. Smola/ Date: 03/18/2014

Signatory's Name: Daniel J. Smola

Signatory's Position: Attorney, Ohio bar member

Signatory's Phone Number: 330-237-4573

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 77443760

Internet Transmission Date: Tue Mar 18 15:29:29 EDT 2014

TEAS Stamp: USPTO/RFR-98.103.84.194-2014031815292932

7860-77443760-5006280f384c361cdaf427e718

7c148116f7f367788cbf6ad22d724e726ea1ce-N
/A-N/A-20140318142903023982

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Maval Manufacturing
Serial No.: 77/443,760
Mark: ELECTRA-STEER
Filing Date: April 9, 2008
Examining Attorney: Colleen Dombrow
Law Office: 101
Attorney Docket: 116843.00008

RESPONSE TO FINAL OFFICE ACTION
Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

AMENDMENT

Identification of goods

Please amend the identification of goods as follows:

Class 12: Land vehicle parts, namely power steering units, assist motors, and wiring harnesses for land vehicles, **namely, wires, terminals and connectors bundled together to transmit electric power and signals to electric or electronic equipment mounted on the body parts of automobiles.**

REMARKS

This paper is responsive to the Final Office Action emailed September 18, 2013. In the Office Action, the Examining Attorney requested further clarification of the goods. Applicant has amended the identification of goods by adopting the Examining Attorney's proposed amendment regarding the "wiring harnesses for land vehicles."

In the Office Action, the Examining Attorney continues to refuse registration of Applicant's mark ELECTRA-STEER under Trademark Act Section 2(d) and has now made this refusal final. Applicant respectfully disagrees and requests reconsideration of the refusal under Section 2(d) for the following reasons. Applicant is concurrently filing a Notice of Appeal with the present response.

A. Refusal of Registration: Likelihood of Confusion

The Examining Attorney refused registration under 15 U.S.C. § 1052(d), stating that Applicant's mark is likely to cause confusion with Registration No. 1,247,564 for the mark ELECTRA.

Applicant respectfully disagrees with the Examining Attorney's conclusion that a likelihood of confusion exists. Applicant reiterates its prior arguments in support of registrability filed on February 4, 2009 and requests reconsideration of the present application based on Applicant's prior response.

1. Similarity of Marks

The first factor under duPont is the similarity of the marks in terms of sight, sound, meaning, and commercial impression. See Palm Bay Imports, Inc. v. Veuve Clicquot Ponsardin Maison Fondee en 1772, 73 U.S.P.Q.2d 1689, 1691 (Fed. Cir. 2005), citing In re E. I. du Pont de Nemours & Co., 177 U.S.P.Q. 563, 567 (C.C.P.A. 1973).

Although one of the words within Applicant's mark, i.e., ELECTRA, may also be found in Registration No. 1,247,564, the entire mark is not similar in sight, or sound, and connotes a different meaning and commercial impression. Moreover, marks are usually perceived in their entireties, so all components must be given appropriate weight. Opryland USA Inc. v. Great

Am. Music Show Inc., 970 F.2d 847 (Fed. Cir. 1992). “Trademark law is not inflexible, and there is no hard and fast rule that likelihood of confusion must automatically be found to exist if there is a similarity in any one of the three elements. Rather each case must be decided on its own facts based on an examination of all three elements as well as a consideration of the nature of, and any similarities or differences between, the goods or services to which they are applied.” In re Software Design, Inc., 220 U.S.P.Q. 662 (T.T.A.B. 1983). Therefore, the overall appearance, sight, sound, and commercial impression of Applicant’s mark is sufficiently dissimilar from that of Registrant’s mark.

2. Similarity or Dissimilarity of Goods and Trade Channels

The second duPont factor and third duPont factor are the similarity or dissimilarity of the goods and trade channels respectively. Applicant submits that its goods are not similar or related to the goods of Registrant to support finding that a likelihood of confusion exists.

Registration No. 1,247,564 for ELECTRA lists “motors, gear reducers, electric motors with gear reducers, and parts therefore not for land vehicles” in Class 7 and “motor vehicle parts, namely, electric motors, gear reducers, and electric motors with gear reducers” in Class 12. Registration No. 1,247,564 (and previously cited Registration No. 3,060,771 (now abandoned)), both for the identical mark ELECTRA, coexisted on the U.S. Trademark Principal Register and in the marketplace together for a number of years. Since the identical marks in Registration Nos. 1,247,564 and 3,060,771 coexisted without any likelihood of confusion, the goods must be sufficiently different. Therefore, all automobile parts are **not *per se*** related and each product must be considered in light of the individual product characteristics and relevant channels of trade. The T.T.A.B. has held that even food products in the same class can be “sufficiently

disparate such that no confusion is likely from the marketing of the products under their trademarks.” Hi-Country Foods Corp. v. Hi Country Beef Jerky, 4 U.S.P.Q.2d. 1169, 1171 (T.T.A.B. 1987).

Applicant’s products include power steering units that may be attached to the steering column of a utility vehicle. See Exhibit A. Applicant’s power steering units may function to control the steering wheel of a vehicle. See Exhibit A. Additionally, Applicant’s goods are used with street rods, muscle cars, atv’s and utv’s which are different than Registrants’ goods and involve different channels of trade. See Exhibit C. Registrants’ goods listed in the respective registrations include “motors, gear reducers, electric motors with gear reducers, and parts therefore not for land vehicles,” “motor vehicle parts, namely, electric motors, gear reducers, and electric motors with gear reducers,” and “starters for vehicle motors and engines and alternators for vehicle motors and engines.” Applicant and Registrant’s products relate to different parts for vehicles that serve very different functions in the vehicle itself. As discussed above, automobile parts are not *per se* related and the individual goods must be examined before any conclusions can be made. In the present situation, Applicant’s goods and Registrant’s goods listed in the trademark application or registration respectively, are not similar or related. Therefore, no likelihood of confusion between the source of goods is possible.

3. Conditions Under Which Sales are Made

The fourth duPont factor considers the conditions under which sales are made and the buyers to whom the sales are made. Applicant sells its products at a high price, namely, approximately \$1,000. See Exhibit B. The average consumer will unlikely be confused as to the source of the products because of the high cost and disparate trade channels. Because of the higher prices the

consumers of these automobile products have a higher degree of sophistication and at least a higher awareness as to the goods they are buying. The sophistication of the consumers and the channels of trade in which Applicant's and Registrants' goods are sold are sufficiently dissimilar that a purchaser encountering either mark in a commercial environment would have a heightened awareness of the specific purpose for which they are buying, and as such, reasonable purchasers would not be confused as to the source of the goods.

C. Conclusion

In light of the foregoing, Applicant respectfully requests reconsideration of the application, and submits that it is now in condition for publication. A notice to that effect is earnestly solicited. If there are any unresolved issues, particularly issues that may be easily resolved by a telephone call from the Examining Attorney, the undersigned attorney invites such a call.

Respectfully submitted,

/Daniel J. Smola/

Attorney for Applicant
Hahn Loeser + Parks, LLP
One GOJO Plaza, Suite 300
Akron, Ohio 44311-1076
(330) 864-5550 (voice)
(330) 864-7986 (fax)
trademarks@hahnlaw.com



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Machinist - 2nd Shift
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JUN 6	06.06.2014 - 06.08.2014 NSRA York
JUN 6	06.06.2014 - 06.08.2014 Carlisle All Ford
JUN 22	06.22.2014 - 06.24.2014 Back to the 50's


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Product Compare (0)



2012-13 Polaris RZR 570 & 800 Midsize Trail Electra-Steer

\$849.00

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Product Code: 8052480

The Wicked Bilt Electra Steer power steering kit for the Polaris RZR 570 & 800 Midsize Trail is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain. This is a torque-sensing unit that increases assistance as torque or resistance increases at the wheels. Unit mounts under the dash. The Polaris RZR UTV Electra Steer kit fits on ONLY 570 models and midsize or trail 800s. This is BIGGER, BADER, & BETTER than our earlier successful models.

Note: This kit will not work with full size 800 models. Features: 220w Electric Motor Sealed Power Control Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)





2008-14 Polaris RZR

\$849.00

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Electra-Steer Kit

Product Code: 8052350

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The Wicked Bilt Electra-Steer power steering kit for the Polaris RZR UTV is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain. This is a torque-sensing unit that increases assistance as torque or resistance increases at the wheels. Unit mounts under the dash. The Polaris RZR UTV Electra Steer kit fits on RZR, RZR S, and RZR 4 models made in 2008-2014. RZR XP models take kit number 8052320. This is BIGGER, BADDER, & BETTER than our

earlier successful models. Features: 220w Electric Motor Sealed Power Control Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)



2011-14 Polaris RZR XP

\$849.00

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Electra-Steer Kit

Product Code: 8052320

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The Wicked Bilt Electra-Steer power steering kit for the Polaris RZR XP 900 UTV is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven rough terrain. This is a torque-sensing unit that increases assistance as torque or resistance increases at the wheels. Unit mounts under the dash. This Polaris RZR XP Electra Steer kit fits on all XP models only. This kit is BIGGER, BADDER, & BETTER than our earlier successful models. Features: 220w Electric Motor

Sealed Power Control Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)



2005-07 Polaris Ranger

\$849.00

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UTV Electra-Steer Kit

Product Code: 8051440

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This is a bolt on power steering system that significantly reduces steering effort and diminishes bump steer. It's a torque-sensing unit that increases assistance as torque or resistance increases at the wheels. Unit mounts under the hood. The Polaris Ranger UTV Electra Steer Power Steering Kit fits on full size models made in 2005-2007. Includes: 170w Electric Motor Power Control Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)



2008 Polaris Ranger & 08-09 Crew UTV Electra-Steer Kit

\$849.00

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Product Code: 8051600

This is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain. This is a torque-sensing unit that increases assistance as torque or resistance increases at the wheels. Unit mounts under the hood. The Polaris Ranger UTV Electra Steer Power Steering Kit is made for all full size 2008 Polaris Ranger models and also for the 2009 Ranger Crew. Includes: 170w Electric Motor Power Control Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT](#)

[INSTRUCTIONS CLICK HERE TO VIEW E-BRAKE RELOCATION INSTRUCTIONS ...](#)


2009-10 Full Size Polaris Ranger Electra-Steer Kit

\$849.00

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Product Code: 8051790

The Wicked Bilt Electra Steer Power Steering kit for the Polaris Ranger UTV is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain. This is a torque-sensing unit that increases assistance as torque or resistance increases at the wheels. Unit mounts under the dash. The Polaris Ranger UTV Electra Steer kit fits on all full size 2 seat models made in 2009 and all models made in 2010. Includes: 170w Electric Motor Power Control Module Shaft Assembly

[Wiring CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)


2011-14 Full Size Polaris Ranger Electra-Steer Kit

\$849.00

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Product Code: 8052280

This is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain. It's a torque-sensing unit that increases assistance as torque or resistance increases at the wheels. Unit mounts under the dash. This Polaris Ranger UTV Electra Steer kit fits on full size 800, 6x6, 800 Crew, Diesel, & Diesel Crew models made in 2011-2014. This kit is BIGGER, BADER, & BETTER than our earlier successful models. Features: 220w Electric Motor Sealed Power Control

[Module Shaft Assembly Wiring CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)



2013-14 Ranger XP 900 \$849.00

Electra-Steer Kit

Product Code: 8052560

[ADD TO CART](#)[Add to Wish List](#)[Add to Compare](#)

This is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain. It's a torque-sensing unit that increases assistance as torque or resistance increases at the wheels. Unit mounts under the dash. This Polaris Ranger UTV Electra Steer kit fits on all 2013-2014 Ranger XP 900 models. This kit is BIGGER, BADDER, & BETTER than our earlier successful models. Features: 220w Electric Motor Sealed Power Control Module Shaft Assembly Wiring [CLICK](#)

[HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)

2013-2014 Can-Am \$849.00

Maverick Electra-Steer for
Rackzilla

Product Code: 8052690

[ADD TO CART](#)[Add to Wish List](#)[Add to Compare](#)

This is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain even in the biggest SXSs. It's a torque-sensing unit that increases assistance as torque or resistance increase at the wheels. Unit mounts under the dash and does not decrease leg room. The BRP Maverick side x side Electra Steer Power Assist Kit fits on all Maverick models made in 2013-2014 equipped with Rackzilla rack & pinion. This kit is BIGGER, BADDER, & BETTER than our

earlier successful models. Features: 220w Electric Motor Sealed Power Control Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)



2013-2014 Can-Am \$849.00

Maverick Electra-Steer for
Stock Rack

Product Code: 8052680

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This is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain even in the biggest SXSs. This is a torque-sensing unit that increases assistance as torque or resistance increase at the wheels. Unit mounts under the dash and does not decrease leg room. The BRP Maverick side x side Electra Steer Power Assist Kit fits on all Maverick models made in 2013-2014 with the factory rack and pinion. This kit is BIGGER, BADDER, & BETTER than our

earlier successful models. Features: 220w Electric Motor Sealed Power Control Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)





2010-14 Can-Am
Commander Electra-Steer
Kit

\$849.00

[ADD TO CART](#)

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Product Code: 8052340

This is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain. It's a torque-sensing unit that increases assistance as torque or resistance increase at the wheels. Unit mounts under the dash and does not decrease leg room. The BRP Commander UTV Electra Steer Power Assist Kit fits on all Commander models made in 2010-2014. This kit is BIGGER, BADDER, & BETTER than our earlier successful models. Features: 220w Electric Motor

Sealed Power Control Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)



2003-13 Yamaha Rhino
Electra-Steer for Rackzilla

\$849.00

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The Wicked Bilt Electra-Steer Power
Steering Kit for the Yamaha Rhino

UTV is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk. This is a torque-sensing unit that increases assistance as torque or resistance increase at the wheels. Unit mounts under the hood. This Yamaha Rhino UTV Electra Steer Power Assist Kit fits on models with a Rackzilla rack & pinion made in 2003-2013. Features: 220w Electric Motor Sealed Power Control Module Shaft Assembly Wiring [CLICK HERE TO](#)

[LOOK AT PRODUCT INSTRUCTIONS ...](#)



2003-13 Yamaha Rhino
Electra-Steer for Stock Rack

\$849.00

[ADD TO CART](#)

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The Wicked Bilt Electra-Steer Power
Steering Kit for the Yamaha Rhino

UTV is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk. This is a torque-sensing unit that increases assistance as torque or resistance increase at the wheels. Unit mounts under the hood. This Yamaha Rhino UTV Electra Steer Power Assist Kit fits on models with the stock rack & pinion made in 2003-2013. Features: 220w Electric Motor Sealed Power Control Module Shaft Assembly Wiring [CLICK HERE TO](#)

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2008-13 John Deere Gator \$849.00

HPX & XUV Electra-Steer

Product Code: 8052460

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The Wicked Bilt Electra-Steer Power Steering Kit for the 2008-2013 John Deere Gator HPX & XUV 625i, 825i, & 855D is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain. This is a torque-sensing unit that increases assistance as torque or resistance increase at the wheels. Unit mounts under the dash and does not decrease leg room. The Gator UTV Electra Steer Power Assist Kit fits on all XUV and HPX models from 2008 to 2013 except for the XUV 550. This

kit is BIGGER, BADDER, & BETTER than our earlier successful models. Features: 220w Electric Motor Sealed Power Control Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)



2011-13 John Deere Gator \$849.00

XUV 550 & RSX 850i

Electra-Steer

Product Code: 8052430

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The Wicked Bilt Electra-Steer power steering kit for the 2011-13 John Deere Gator XUV 550 & RSX850i is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain. This is a torque-sensing unit that increases assistance as torque or resistance increases at the wheels. Unit mounts under the dash / hood area. This John Deere Gator Electra Steer kit fits on all XUV 550 and all RSX850i models made in 2011-2013. This kit is BIGGER, BADDER, & BETTER than

our earlier successful models. Features: 220w Electric Motor Sealed Power Control Module Shaft Assembly Wiring 3 Year Warranty [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)



2011-13 John Deere Gator \$849.00

XUV Electra-Steer Kit

Product Code: 8052060

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The Wicked Bilt Electra Steer power steering kit for the 2011-2013 John Deere Gator XUV is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain. This is a torque-sensing unit that increases assistance as torque or resistance increases at the wheels. Unit mounts under the dash / hood area. The John Deere Gator XUV Electra Steer kit fits on all 2011-2013 model years such as the 825i, 625i, and 855D. If you have an XUV 550 this kit will not work and you must

use part 8052430. Includes: 170w Electric Motor Power Control Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)



2012-13 John Deere RSX \$849.00

Electra-Steer for Rackzilla

Product Code: 8052590

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The Wicked Bilt Electra Steer power steering kit for the John Deere RSX is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain. This is a torque-sensing unit that increases assistance as torque or resistance increases at the wheels. Unit mounts under the dash / hood area. This kit is BIGGER, BADDER, & BETTER than our earlier successful models. Features: 220w Electric Motor Sealed Power Control Module Shaft Assembly Wiring [CLICK HERE](#)

[TO LOOK AT PRODUCT INSTRUCTIONS ...](#)

2012-13 John Deere RSX \$849.00

Electra-Steer for Stock Rack

Product Code: 8052620

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The Wicked Bilt Electra Steer power steering kit for the John Deere RSX is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain. This is a torque-sensing unit that increases assistance as torque or resistance increases at the wheels. Unit mounts under the dash / hood area. This kit is BIGGER, BADDER, & BETTER than our earlier successful models. Features: 220w Electric Motor Sealed Power Control Module Shaft Assembly Wiring [CLICK HERE](#)

[TO LOOK AT PRODUCT INSTRUCTIONS ...](#)

John Deere Gator UTV \$849.00

Electra-Steer Kit

Product Code: 8051450

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The Wicked Bilt Electra Steer power steering kit for the John Deer Gator UTV is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk. This is a torque-sensing unit that increases assistance as torque or resistance increases at the wheels. Unit mounts under the dash. This Kit fits Traditional Gators. Includes: 170w Electric Motor Power Control Module Shaft Assembly Wiring [CLICK HERE](#) [TO LOOK AT PRODUCT INSTRUCTIONS ...](#)



2008-11 Kawasaki Teryx \$849.00

Electra-Steer Kit for
Rackzilla

Product Code: 8051880

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The Wicked Bilt Electra Steer Power Steering Kit for the Kawasaki Teryx is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain. This is a torque-sensing unit that increases assistance as torque or resistance increases at the wheels. Unit mounts under the hood. The Kawasaki Teryx Electra-Steer power steering unit fits 2008-2011 Kawasaki Teryx models that have the Wicked Bilt Rackzilla rack & pinion. Includes: 170w Electric Motor Power Control

Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)

2008-11 Kawasaki Teryx \$849.00

Electra-Steer Kit for Stock
Rack

Product Code: 8052420

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This is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain. It's a torque-sensing unit that increases assistance as torque or resistance increase at the wheels. Unit mounts under the dash and does not decrease leg room. The Kawasaki Teryx SxS Electra Steer Power Assist Kit fits on all Teryx models made in 2008-2011. This kit is BIGGER, BADDER, & BETTER than our earlier successful models. Features: 220w Electric Motor

Sealed Power Control Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)

2012-13 Kawasaki Teryx \$849.00

Electra-Steer Kit

Product Code: 8052570

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This is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain. It's a torque-sensing unit that increases assistance as torque or resistance increase at the wheels. Unit mounts under the dash and does not decrease leg room. The Kawasaki Teryx SxS Electra Steer Power Assist Kit fits on all 2 seat Teryx models made in 2012 & 2013. This kit is BIGGER, BADDER, & BETTER than our earlier successful models. Features: 220w Electric Motor

Sealed Power Control Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)



2005-09 Kawasaki Mule \$849.00

3010 UTV Electra-Steer

Kit

Product Code: 8051530

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This is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk. It's a torque-sensing unit that increases assistance as torque or resistance increases at the wheels. Unit mounts under the dash. The Kawasaki Mule UTV Electra Steer Power Steering Kit fits on models made in 2005-2009. Includes: 170w Electric Motor Power Control Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)



2005-08 Arctic Cat Prowler \$849.00

Electra-Steer for Rackzilla

Product Code: 8051990

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This is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain. It's a torque-sensing unit that increases assistance as torque or resistance increases at the wheels. Unit mounts under the dash. This Arctic Cat Prowler UTV Electra Steer kit fits on models made in 2005-2008 that are equipped with the Rackzilla. Includes: Electric Motor Power Control Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)



2005-08 Arctic Cat Prowler \$849.00

Electra-Steer for Stock Rack

Product Code: 8051820

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The Wicked Bilt Electra Steer power steering kit for the Prowler is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven terrain. This is a torque-sensing unit that increases assistance as torque or resistance increases at the wheels. Unit mounts under the dash. This Arctic Cat Prowler UTV Electra Steer kit fits on models made in 2005-2008. Includes: Electric Motor Power Control Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)





2009-10 Arctic Cat Prowler \$849.00

Electra-Steer Kit for
Rackzilla

Product Code: 8051930

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Electra-Steer assisted steering is the newest technology being used by the major automotive manufactures to replace hydraulic power steering and is now available to UTV enthusiasts. The result of this unit is a significant reduction of manual steering effort and in steering wheel jerk caused by uneven terrain. This kit works great on the XTZ 1000 when equipped with the Rackzilla. Units with tilt steering columns will need to be modified to work.

Includes: Electric Motor Power Control Module Shaft

Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)

2009-10 Arctic Cat Prowler \$849.00

Electra-Steer kit for Stock
Rack

Product Code: 8051890

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Electra-Steer assisted steering is the newest technology being used by the major automotive manufactures to replace hydraulic power steering and is now available to UTV enthusiasts. The unit provides a significant reduction of manual steering effort and in steering wheel jerk caused by uneven terrain. This kit works great on the XTZ 1000.

Note: Units with tilt steering columns will need to be modified to work. Includes: Electric Motor Power Control Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT](#)

[PRODUCT INSTRUCTIONS ...](#)

2006-12 Cub Cadet \$849.00

Volunteer Electra-Steer Kit

Product Code: 8052300

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This is a bolt on system that significantly reduces steering effort and diminishes steering wheel jerk caused by uneven rough terrain. It's a torque-sensing unit that increases assistance as torque or resistance increases at the wheels. Unit mounts under the dash. This Cub Cadet Volunteer Electra Steer kit fits on all 2006-2012 models. This kit is BIGGER, BADDER, & BETTER than our earlier successful models. Features: 220w Electric Motor Sealed Power Control Module Shaft Assembly Wiring [CLICK](#)

[HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)



Universal Electra-Steer \$849.00

220W Kit

Product Code: 8052160

[ADD TO CART](#)[Add to Wish List](#)[Add to Compare](#)

This unit is BIGGER, BADDER, & BETTER than our earlier successful models. This is a universal kit that includes the basic kit components as pictured. This kit comes with a universal square bracket and will need to be modified with additional materials to fit each application. You will need in addition to this kit, an assortment of u-joints, couplers, and steering shaft that can be purchased together on this site. Both the input and output spline on the electric motor are unique. There are options you can choose from in the

options above. Note: Limited to 4500 lb vehicles Features: 220w Electric Motor Sealed Power Control Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)



Universal Electra-Steer \$995.00

360W Kit

Product Code: 8052360

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This unit is BIGGER, BADDER, & BETTER than our earlier successful models. This is a universal kit that includes the basic kit components as pictured. This kit comes with a universal square bracket and will need to be modified with additional materials to fit each application. You will need in addition to this kit, an assortment of u-joints, couplers, and steering shaft that can be purchased together on this site. Both the input and output spline on the electric motor are unique. There are options you can choose from in the

options above. Note: Limited to 4500 lb vehicles Features: 360w Electric Motor Sealed Power Control Module Shaft Assembly Wiring [CLICK HERE TO LOOK AT PRODUCT INSTRUCTIONS ...](#)



Module for Small 170w \$250.00

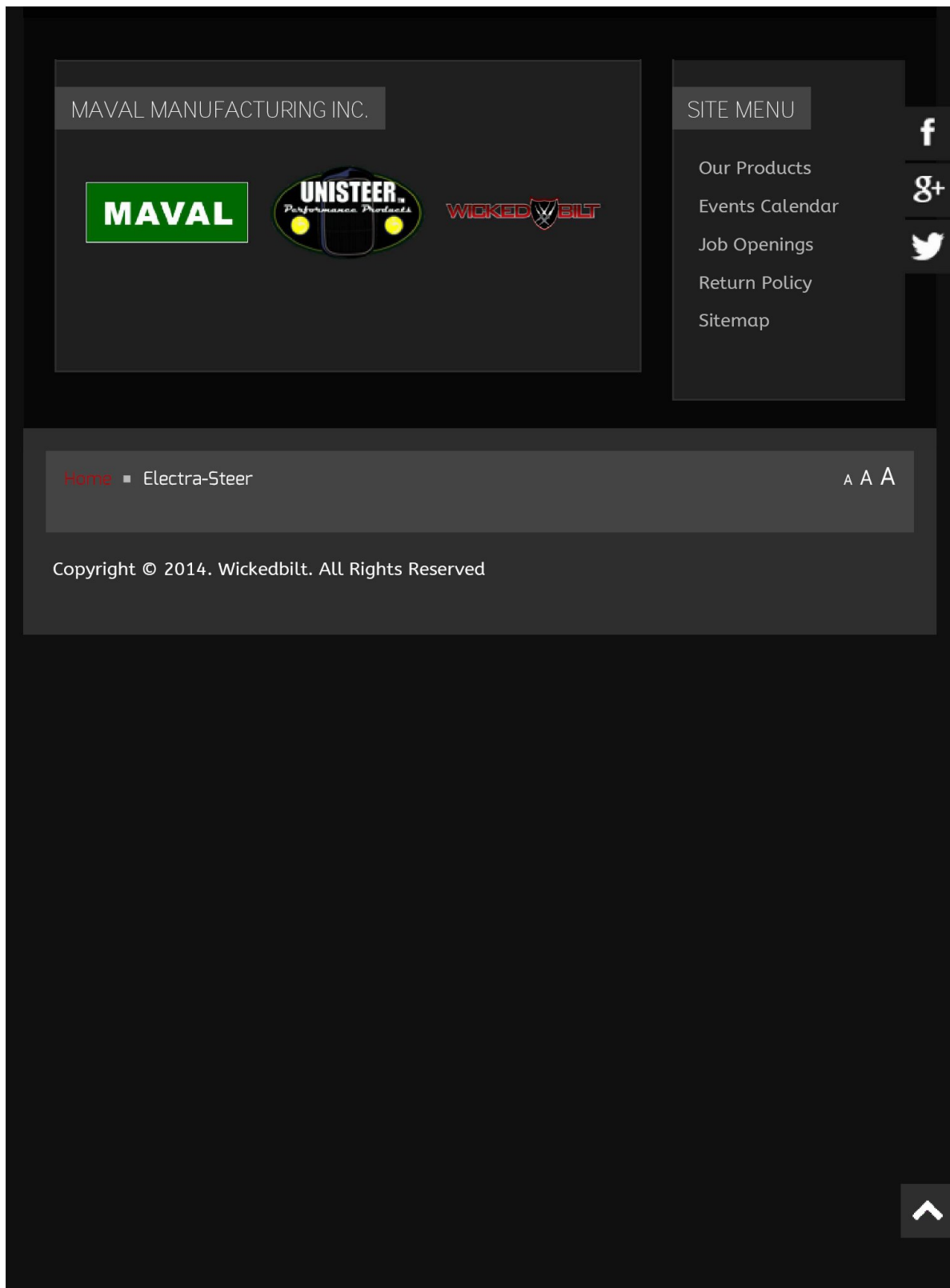
Electra-Steer Kits

Product Code: 543940

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This is a replacement module for all Electra-Steer Models with the smaller 170w electric motor. If you are unsure what electric motor you have just look at the picture of the module on this page. If your module looks like this one then it will work. The other modules look completely different so you are safe to buy. ...

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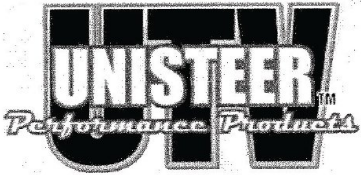
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Are Big Tires, suspension modifications or heavy payloads making your UTV a real workout to steer? Wish you had power steering? Now you can. Electra-Steer™ is a small compact electric power steering motor, which is easily adapted to your Ranger, Gator™, Rhino or Big Country and makes steering a pleasure. The Electra-Steer™ power steering unit comes with a complete install kit for quick seamless conversion.

**Winter Special:**

Order an Electra-Steer or spend over \$1,000.00 on our web site and receive a free Battery Brain!!! First add the Brain to your purchase, then just enter in the promotional code **brain** when asked during checkout. Click the link below to check out the Battery Brain!

Battery Brain Gold

Offer expires on March 15, 2009.

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Exhibit B

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ELECTRA-STEER™ universal 12v electric assist steering kit



Quantity in Basket: *None*
 Code: **8051500**
 Price: **\$995.00**
 Shipping Weight: **20.00 pounds**

Quantity: 1

*Above photo is to show the typical application installation of the motor and control box ONLY. The kit does not include anything in addition to the assist motor, mounting plate and control box/harness.

Straight from it's debut at the 2007 SEMA show!

**If you have ever dreamed of having the ability to allow your engine more horsepower at the flick of a switch or ease the pain of maneuvering a tough spot at the local cruise night you're in luck. Your wish is our command. We would like to introduce to you our newest product....
 ELECTRA-STEER™!**

We know custom cars & streetrodding and we know that guys like to keep it clean and neat.

We addressed this desire and we are now offering a electric assist unit that is as small as possible. The compact size and footprint of the ELECTRA-STEER™ allows a stealth installation under the dash or in the engine compartment.

The ELECTRA-STEER™ dramatically decreases

**the amount of effort needed to turn that classic
iron of your dreams or the tricked-out ride
already in your driveway.**

[CLICK HERE TO LOOK AT OWNERS MANUAL](#)

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